

The Gimlet

Monthly Circulation
50,000



The gimlet is a small instrument
with a point

May, 1912

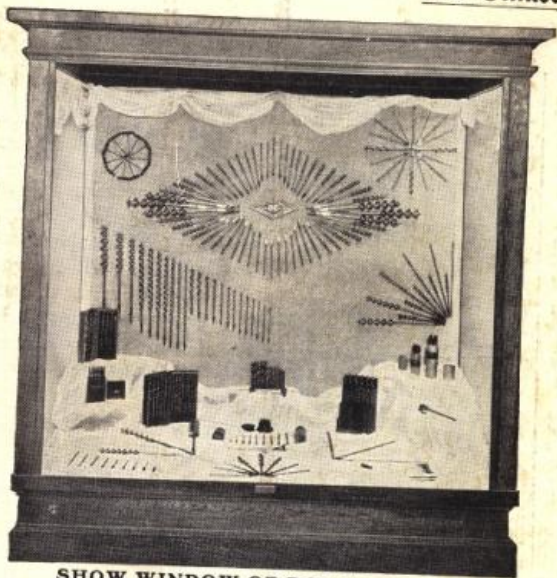
- Damages 10 Cents per annum.
- We need the money - There may be more numbers - That all depends.
- This is real second class stuff that pays first class postage - No post offices entered.



HEN MAN LEARNED TO LAUGH
HE CONQUERED FATE.

m ek

The Gimlet



SHOW WINDOW OF BORING TOOLS

For a display this month we suggest Boring Tools: Augers, Auger Bits, Drills, Gimlets, etc. The illustration above shows a splendid arrangement for a Diamond Edge display. It is simple, easily put in and takes very few goods to make an attractive window. The trim shown is made in a window six feet wide. Cheese cloth was used for background and floor covering.

THE COMMONEST MISTAKE

In arranging show windows is to overcrowd them. The most attractive windows usually consist of one line or one kind of goods, well displayed. This show window rather appeals to me on account of its simplicity. If it strikes you that way probably it might strike many of your customers in the same manner. If so, why not get busy? Your best advertising should be in your show window. It's your most valuable space.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



No. ND10

NORLEIGH DIAMOND DRY BATTERIES

This illustration shows the new style square carton. Sets or lays in the exact position left. Will not roll around and become disconnected. When used in multiples of four or six, fit into a box without any lost space. Size, $6\frac{1}{2} \times 2\frac{1}{2}$ inches; voltage, 1.55; amperage, 25 to $27\frac{1}{2}$.

This is the best made and longest-lived battery on the market.

Each, 34c

USUAL TRADE DISCOUNT

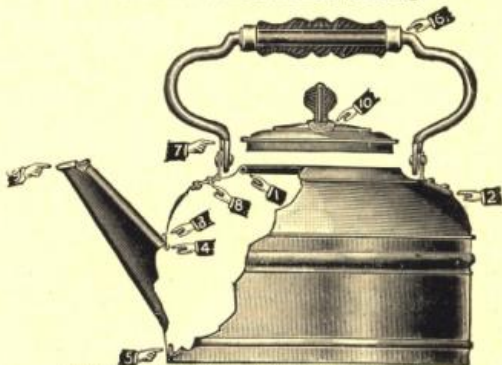
YOU ARE NOT GETTING YOURS

If you don't sell dry batteries. If you are selling them, are you giving your customers the best? There are different kinds of dry batteries. Some are very much better than others. Experience has taught us where to get the best. We buy these batteries in carload lots. Hardwaremen everywhere are selling them. The new style of square carton looks good. Strange we didn't think of this before.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

ROME TEA KETTLES



TEN REASONS WHY THEY ARE THE BEST

- 1—Cover opening, reinforced by heavy wire around top.
 - 2—Breast embossed around ear prevents denting.
 - 3—Breast seamed solid to body, soldered inside.
 - 4, 5—Spout seamed solid to body, soldered inside.
 - 6—Ball, 5-16 inch solid steel rod, lacquered; copper ferrules.
 - 7—Handle rest, embossed on metal ball, prevents handle striking and denting breast.
 - 8—Heavy brass ear, brass riveted copper burrs.
 - 9—End of spout wired to prevent jamming.
 - 10—Knob firmly riveted; no solder on the inside; will not come off.
- No. 37. Size 7, 14-ounce nickel plated copper; per dozen, \$18.00
 No. 38. Size 8, 14-ounce nickel plated copper; per dozen, 19.50
 No. 39. Size 9, 14-ounce nickel plated copper; per dozen, 21.00

USUAL TRADE DISCOUNT

WE HAVE ALL READ

of the grandeur that was Rome. Rome was the center of the known world. The best of everything could be found in Rome. So this line of nickel plated ware is well named "Rome" goods. This name stands for the best. Rome nickel plated ware, like the Romans of old, has conquered the world. A woman needs good kitchen utensils just as much as an expert mechanic needs good tools.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

Norleigh Hay Carriers



The Travelers and Sleeves of Norleigh Carriers revolve on loose bushings which minimize the friction and consequently they have extremely light draft. The throat has a very large opening—Fork Hook swings close to track, enabling the Norleigh Carrier to work under conditions not possible with most makes.

No. ND100.....Each, \$6.30

Usual Trade Discount

Now is the time to sell Carriers. Try the Norleigh.

"It's a winner."

THERE HAS BEEN PLENTY OF RAIN

which has resulted in an unusually heavy hay crop in most sections of the country. Of course a large hay crop means a big business in hay carriers and trimmings. Are you fixed for this business? Having the goods on hand, well displayed, is the best way in the world to kill catalogue house competition. Every merchant handling hay carriers should have a sample mounted on a framework showing just how they operate. Remember, in salesmanship you must appeal to the eye and the imagination. A hay carrier thrown into a corner does not help make sales.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

NOMILDU WALL TENTS



Nomildu Wall Tents are the result of several years of experimenting, which by a chemical process we are enabled to offer a Guaranteed Full Weight article (based on 29-inch width Duck) and a Guaranteed Mildew-Proof article at the price which others are offering goods not mildew-proofed and weight based on Duck 36 inches wide. We are not only giving a Full Weight piece of goods at the price of ordinary second grade, but in addition are giving Mildew-Proofing which we Absolutely Guarantee without any extra charge whatsoever.

See our Saleman or
send a Mail Order

THIS SHOULD BE CALLED

the chemical age. Every day our scientists are making wonderful discoveries in chemistry. They are even monkeying with the source of life. NOMILDU wall tents are the result of a chemical discovery. Every man who has ever handled tents, especially in a damp climate, understands all the trouble that comes from mildew. It is just little troubles of this kind that sometimes spoil an entire hunting or fishing trip. Everything planned beautifully, but on account of a lack of attention to details something goes wrong and the trip is a failure.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



WHEN OUT CAMPING SLEEP IN COMFORT

This Tent Cot can be set up in just a moment, and is quickly folded. Made all in one piece, no parts to lose. The mosquito netting and curtains at both ends are permanently placed. The curtain on top drops over the front.

No. TC—Hard Maple Frame, 6 feet 3 inches long, 28 inches wide, folds to 3 feet 6 inches. Cot covered with 10-ounce Brown Duck, Canopy with 8-ounce Brown Duck, guaranteed waterproof. End Windows 9x12 inches. Weight 30 pounds. Each..... \$13.50

Usual Trade Discount

WHY PAY BOARD

when, like the snail, you can carry your hotel around with you? At this hotel there are no waiters with greasy hands itching for tips. They don't pass you the water with their fingers clasped firmly around the edges of the glass. You don't get questionable napkins, and you don't smell waiters' smells. Let's all go camping and sleep in a tent cot, and wake up ready for a great day's enjoyment.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

Have a Look at the Inside of a Rugby Bicycle Tire

Pure Para Gum
Cover

Pure Para Gum
Tube

Heavy
Reinforcing
Strip

Five Ply Sea
Island Fabric

Best Obtain-
able Friction

Cement Strip

Season
Guarantee



QUALITY COUNTS

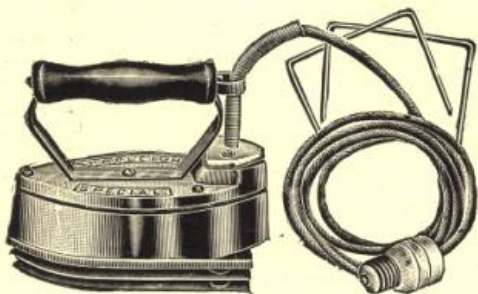
in tires more than anything else. The real quality of a tire develops from use. Rugby tires have a record to be envied. Pure gum and good workmanship are the things that count in quality tire making. If you have not used Rugbys, then you had better give them a whirl. Figure out the distance a Rugby will carry you and you will realize the economy of buying the very best.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

Shapleigh Special Electric Sad Iron



The Shapleigh Special is an efficient, economical and durable Electric Iron that operates on either direct or alternating current, can be attached to any lamp socket, consumes less current than any other iron.


No. 500—Heavily nickel plated, weight $6\frac{1}{2}$ pounds. Complete with cord and plug. Each\$7.00

Usual Trade Discount.

DO YOU USE THE JUICE?

I mean, not grape juice, at \$5.00 per, but the electric juice? Nobody knows what it is, but we all see the manifestations of its power. Every hardware store should keep out of the "has-been" class and be up-to-date by putting in these new modern things in the way of electrical inventions that are coming out every week. You will always find the "DIAMOND EDGE" emporium the first to bring out new goods. Get busy on them in your town before your old-fashioned competitor wakes up. M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"



**For
Hot
Days**

Ice Cream
and Lemonade are
always in demand.
Each year the sales
of Freezers and acces-
sories grow larger and
larger. The Jersey Freezer
is the easiest to turn, most
economical and best wearing
freezer on the market. Made
in all sizes.
We have a large
line of Ice
Cream and Lem-
onade Goods.

See our salesman
or send a mail
order.

INNSBRUCK IS IN SWITZERLAND.

It is in the Tyrol. It is where the mountain climbers brag about their feats. I remember Innsbruck because it was there on one Sunday we managed to get some ice cream. We had three helpings all 'round. Europeans think Americans are ice crazy. Mebbe! Mebbe! But ice cream sure does taste good in a foreign land where ice is scarcer than diamonds.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



DIAMOND EDGE
SILVER PLATED
Safety Razor

Illustration shows a complete Diamond Edge Razor, with Seven Blades and Stropper Handle. Blades are finest Hollow Ground Swedish Steel. Frame and Blade Holder German Silver, Rust Proof; Stropper, fits in Handle.

No. DE100—Per Dozen, \$16.00
USUAL TRADE DISCOUNT

DON'T THINK OF STARTING ON YOUR TRAVELS

without a "DIAMOND EDGE" safety razor. There is no greater convenience in your vacation outfit. You will add to the joy of your days if you start out every morning with a clean shave. Then, you know, that especially on your vacation you should look your best. It pays to advertise, and every man's face is a full-page daily spread. Women's faces are front covers, and equally expensive.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"



Jersey Fireless Cookers

Made entirely of metal and perfectly insulated with non-conducting material. The absence of wood makes them odorless and sanitary.

No. J250—Two compartments, aluminum lining and vessels. Length 30 inches, height 19 inches, width 15 inches. Each\$20.00
Usual Trade Discount.

IN THIS HOT WEATHER

It saves nerves and fuel and maintains feminine religion to use a fireless cooker. Have only one fire a day, and prepare the other meals for the day in the fireless cooker. Take advantage of modern improvements and live to be one hundred years old, and be happy and kind every day in all of the one hundred years. What is the use of living in the 20th century if you do not use the latest labor-saving modern inventions.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



The illustration depicts various fishing equipment. At the top left is a detailed fishing reel. To its right are four spools of 'Ultra Casting' line. A fishing rod is shown vertically on the left side. At the bottom, a large fish is shown with several minnows attached to its body, likely as bait. The background features a stylized landscape with trees and a body of water.

Ultra Casting Outfit

Rod, Reel, Line and Baits all of the Finest Quality obtainable

No. UC—Ultra Casting Rods, 4½, 5 or 5½ feet, Three Piece and Extra Tip; German Silver and Agate Guides and Tip, Per Dozen \$162.00

No. UCJ—Ultra Casting Reel, German Silver Frame, Agate Jeweled Bearings; all parts made to micrometer gauge, Per Dozen \$144.00

No. UC50—Ultra Casting Line, New Style Hard Braided Silk, will not waterlog; impossible to make better quality. Per 1000 Yards \$50.00

No. UC1—Ultra Casting Minnows, Length body 3¾ inches, with Detachable Hooks; Spinners Revolve in Opposite Directions, made in seven Different Colors, Per Dozen \$11.00

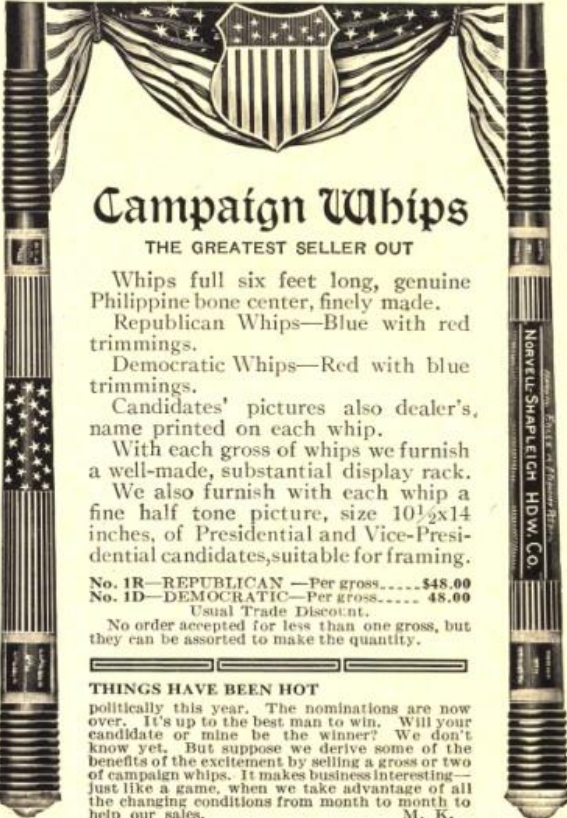
USUAL TRADE DISCOUNT

DON'T YOU FEEL THE CALL

of Nature's great outdoors? The call is in our blood. It comes down from the time when our forefathers provided for their families by hunting and fishing. The wise man answers this call. He has his reward in clear eyes, steady nerves and a renewed spring in his step. But speaking of calls, don't forget to call for an Ultra Casting Line before you answer the call. It will stand by you in your hour of trial.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"



Campaign Whips

THE GREATEST SELLER OUT

Whips full six feet long, genuine Philippine bone center, finely made.

Republican Whips—Blue with red trimmings.

Democratic Whips—Red with blue trimmings.

Candidates' pictures also dealer's, name printed on each whip.

With each gross of whips we furnish a well-made, substantial display rack.

We also furnish with each whip a fine half tone picture, size 10½x14 inches, of Presidential and Vice-Presidential candidates, suitable for framing.

No. 1R—REPUBLICAN —Per gross.....\$48.00

No. 1D—DEMOCRATIC—Per gross..... 48.00

Usual Trade Discount.

No order accepted for less than one gross, but they can be assorted to make the quantity.

THINGS HAVE BEEN HOT

politically this year. The nominations are now over. It's up to the best man to win. Will your candidate or mine be the winner? We don't know yet. But suppose we derive some of the benefits of the excitement by selling a gross or two of campaign whips. It makes business interesting—just like a game, when we take advantage of all the changing conditions from month to month to help our sales.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

The screw is ground to a knife edge. The cutter is double reversible, milled true and sharp, making it easy to cut and turn.

Diamond Edge Food Cutters

The cylinders are milled with absolute accuracy and have a sharp cutting edge. The phosphor bronze bearings make turning easy and oil unnecessary.



Per Dozen

- No. 71—Small family size,
capacity $1\frac{1}{2}$ pounds....\$16.50
- No. 72—Regular family size,
capacity 2 pounds..... 19.00
- No. 73—Large family size,
capacity $2\frac{1}{2}$ pounds.... 23.00
- No. 74—Restaurant size,
capacity 3 pounds..... 32.00

Usual Trade Discount.

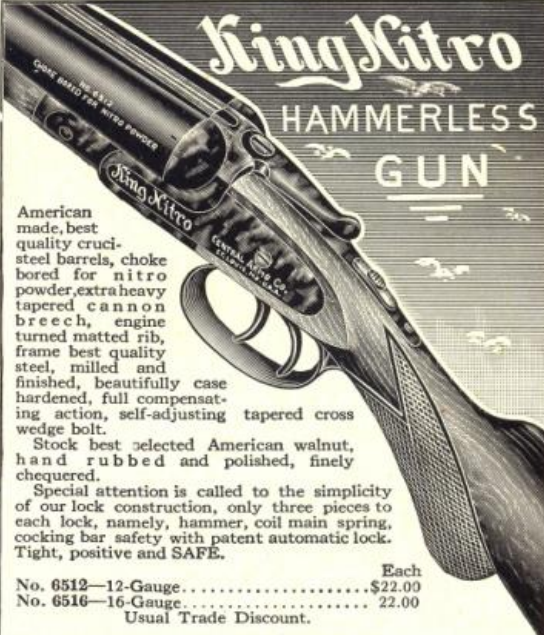
DO YOU LOVE YOUR WIFE?

If you do, your protestations of affection are a hollow mockery unless you have provided her with a "DIAMOND EDGE" food cutter. No marriage is a success unless there is a food cutter in the family. We all get tired of the same old food day after day. What's the matter with initiating a little originality in the cuisine by bringing home a food cutter and making certain suggestions that some of those nice fancy dishes will make a pleasant break in the monotony of life?

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



King Nitro

HAMMERLESS GUN

American made, best quality cruci-steel barrels, choke bored for nitro powder, extra heavy tapered cannon breech, engine turned matted rib, frame best quality steel, milled and finished, beautifully case hardened, full compensating action, self-adjusting tapered cross wedge bolt.

Stock best selected American walnut, hand rubbed and polished, finely chequered.

Special attention is called to the simplicity of our lock construction, only three pieces to each lock, namely, hammer, coil main spring, cocking bar safety with patent automatic lock. Tight, positive and SAFE.

No. 6512—12-Gauge.....	Each \$22.00
No. 6516—16-Gauge.....	22.00

Usual Trade Discount.

SINCE THE DECLARATION OF INDEPENDENCE

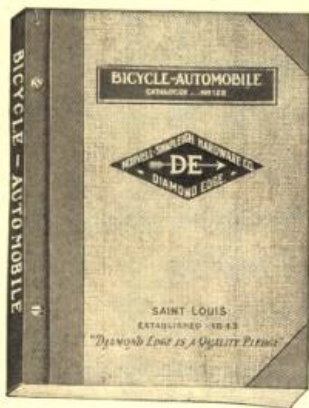
Americans have been celebrated all over the world as great marksmen. When the figures of the shooting at the Battle of New Orleans were made public the world stood aghast at the accuracy of the fire of the squirrel hunters from Kentucky and Tennessee. We have always been a hunting nation. American boys for generations have grown up with dogs and guns. We are a stronger nation for this fact. When Americans cease to take an interest in shooting the Republic will be in danger. Get your boy a gun.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

Bicycle-Automobile Catalog



We have just added to our stock a complete line of Automobile accessories. This Catalog shows the full line.

If you are interested in Automobile goods, you need this book—*write for it*. It also shows our complete line of bicycles and sundries.

KEEP PACE WITH THE TIMES.

Don't become a "has-been." Don't let moss grow on your back. Times and lines of goods are changing, and to stay in the game we must change with them. Old lines are passing out. New lines are coming in. If we stick to the old lines and don't add the new lines, you and I will soon find ourselves on the ash heap of things that were. Automobiles are here to stay and sundries will become a regular line for the hardware store. M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"



The Gimlet



NAME REGISTERED

A MONTHLY MAGAZINE FOR
HARDWARE BOSSES AND THEIR CLERKS

Vol. V

MAY, 1912

No. 4

Address all Communications to

MIKE KINNEY, Teamster and Editor

c/o NORVELL-SHAPLEIGH HARDWARE CO.

ST. LOUIS, U. S. A.

Subscription Price — — — — 10 Cents per ANNUM

AN OPEN LETTER TO MAUDE

From Mike Kinney, Teamster and Editor

My Dearest Maude:

OF course I know you will kick, but I have got to break the news to you gently that I will sail on the S.S. Olympic from New York, on July 6th. No, I'm not going over for pleasure or for my health. *I'm going strictly on business.* No, I haven't formed the habit. No, I'm not going back to take a look at a few things I overlooked on my last trip. I know exactly all the unkind and cruel things you will say as soon as

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

you hear that I will cross on the Olympic, while you will continue to reside in Poseyville and when you feel the need of excitement walk down to the depot to see the 4.30 train come in. The truth is I'm going over to buy horses. My stable is running down. My faithful animals need a rest. I must turn them out to pasture. In Paris I will secure an automobile and take a motor trip through Southern France, buying some of those wonderful French percheron draft horses.

Last year, you will remember, I dared the weak-minded to write me souvenir post cards to London. My address in Paris for July and August will be care of Munroe & Co., bankers, No. 7 Rue Scribe. Please note, however, that it takes a five-cent stamp for a letter to Paris while it takes only a two-cent stamp to London. When the International Postal Union attempted to arrange matters with France, with the usual French spirit of thrift they declined to exchange low-priced postal courtesies with the

OFF AGAIN!
TO BUY
HORSES
IN PARIS



United States. You know the French seldom or never leave home. They cannot imagine any other spot in the world being as delightful as France. Therefore, they figured it out that if they cut the rate on postage it would simply be for the benefit of traveling Americans. So they wouldn't reduce the rate from five to two cents. I don't know exactly why I am explaining all this except

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

to show the extent of my general information, because, dearest, I am not counting on your writing me this year. I would not have minded your attentions by mail quite so much last year if you had paid sufficient postage, but when I was called upon to pay an additional cent on almost every postal card you sent me it was a serious question in my mind whether I broke even on your affectionate greetings.

Probably you are aware that the Olympic is a sister ship to the Titanic. Both ships were just alike. Each of them was short on life boats but long on squash courts, swimming tanks, golf links, elevators and palm rooms. When I went to the steamship agent and asked him to "book" me on a ship early in July, he hesitated and gave me a look sideways when he suggested the Olympic. I, of course, inquired if I couldn't get a parlor suite, with a library, sitting room, bed room and private bath *at a bargain price*. He passed me a printed schedule and told me those were the prices that went. He also casually remarked that I would have to make a cash payment in advance. I suggested in my most persuasive manner that considering my distinguished personality and my



"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

international reputation, and also taking other circumstances into consideration, it would not be entirely out of place for them to pay me a small bonus for the privilege of booking me on the Olympic. The agent for the White Star Line in St. Louis is a practical gentleman, who attends strictly to details, but who is short on imagination. He didn't even seem to see the humor of my suggestion. After a pause, he remarked that if I didn't take the cabin offered the chances were I couldn't cross this time on the largest ship in the world. He didn't see the point when I asked him whether on the return trip the Olympic was liable to land me in Halifax. I also inquired whether any of the officials of the White Star Line would make the trip over, and when he assured me that they would not I decided to take a chance. I was also informed that none of the British nobility would be on board. Therefore, while the passenger list of the ship may be short



on Hy - phe - na -
ted names, prob-
ably there will
be more room in
the life boats in
case of trouble.

Now really, dear
one, I don't know
just why I take a

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

peculiar pleasure in trying to get across this time on the Olympic. Of course everything on the ship all the way over will remind us of the Titanic. Of course all the passengers will constantly talk about the ill-fated Titanic and of the terrible catastrophe on the night of April 14th. We will look over the rail on the top deck, seventy-five feet above the ocean, and imagine how it would feel to be lowered in a small boat from this deck to the water.

But I think I am anticipating *The Gimlet* I intend to write on board the Olympic. While I am just a common teamster, still I have the journalistic microbe and I am sure my imagination in crossing over will be more stirred being on board the sister ship of the Titanic than on any ship I might have selected. In that *Gimlet* I will report to you just what I think of a ship of this kind. Of course, I know that Senator Smith of Michigan was criticised for his lack of nautical knowledge. I am sure the majority of my readers are land lubbers and that they will be profoundly interested in the observations of a teamster on nautical matters. I will carefully inspect the doors of the water-tight bulk heads. I will not only count the life boats, but I will examine them.



"I WONDER IF IT WILL WORK!"

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

and see whether they contain water and food, not to mention skyrocketes and other necessities. I will interview the captain and find out whether it is true that the law of the sea is—as Mr. Harper said at Nashville—“*Ladies, children and jobbers first.*”

I know that the 150,000 readers of *The Gimlet* did not get enough detailed information on such matters following the loss of the Titanic—I know you want more details—and by devoting that *Gimlet* entirely to the six days spent in crossing the ocean on the Olympic, I am confident I can give you data in regard to this great ship that will make you feel I am sacrificing myself in crossing the ocean while you remain at home.

The Olympic *Gimlet* I have in view will be divided into six chapters, each chapter being devoted to one consecutive day on the Olympic.



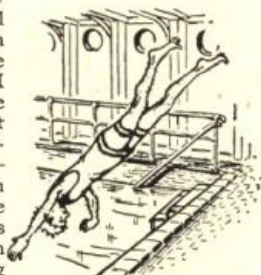
It will be profusely illustrated. There will be not only photographs, but cartoons. Every unimportant and immaterial subject will be thoroughly covered. Foolish questions will be asked the officers of the ship and answers will be given that will make Senator Smith of Michigan turn green with envy. Allow me to say that I am now

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

studying up on international law—not only what can be found in books, but also the unwritten law that can always be seen on ships—especially large ships.

Now just to give you a taste of the treat in store for you in being permitted to cross the Atlantic in six days on the Olympic by simply reading *The Gimlet*, let me say that immediately under my stateroom there is a salt water swimming tank. This tank is open to gentlemen from six until nine every morning. I have decided every morning, in order to give you your money's worth in subscribing to this publication, to rise at 6.30 and take a salt water plunge. You see I will feel under obligations to my thousands of readers to make my days just as long and just as full of adventure as possible, because every night before retiring I am going to write each one of you—in *The Gimlet*—a personal letter telling of the more or less interesting and exciting things I have heard and seen that day; of the people I have met and what I think of them, how they are dressed and the kind of tooth powder they use. Pepys' Diary for small details will not be in it with the account I propose to write on board the Olympic. I will constantly carry a note book, and when I am not listening to or recording interesting conversation, I will—like Byron—write down thoughts suggested by the ocean, not to mention others that will crowd upon me when I hear the bugle announcing meals.



"NO LIFE-PRESERVER FOR ME!"

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

I will leave St. Louis in a blaze of glory. My fellow citizens will be firing cannon and firecrackers. There will be bands of music. Flags will be flying. *It will be the Fourth of July.* I will arrive in New York and am open to take dinner with any of my appreciative friends on the evening of July 5th. The Olympic sails on Saturday morning, July 6th, and I particularly request that none of my friends and fellow teamsters come down to see me off. This thing of saying farewell at the dock is one of the most tiresome ceremonies in the world. Nobody knows anything interesting to say. Everything you do say sounds stilted. You say, "*Good-bye, old fellow; take good care of yourself.*" and then you think, there is nothing original in that. Such an expression is trite, ordinary and not worthy of



intellects such as ours. Now, Maude dear, I especially request you not to come. If I am invited out to dinner the evening before I will see if I can't get an invitation for you also; but, dearest, don't come down to the steamer. Whenever you cry your nose gets red, and I should very

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

much like to have my last memory of you looking your best.

If, however, you are constrained to send me a postal card care of the S. S. Olympic, sailing the morning of July 6th, it will please me very much.

There will be another *Gimlet* follow this one before The Olympic *Gimlet* comes out. You must not forget that the manuscript of the Olympic *Gimlet*, before reaching you, will have to cross the broad Atlantic twice, and even in these days that will take a little time. Then there is the preparation of the photographs and cartoons, which will also take time, because the people who do this work are all artists and you know artistic people always take their time.

Then, if the Olympic *Gimlet* makes a hit I may write a *Gimlet* just about Paris—nothing else—and another *Gimlet* just about London. It is now my idea—but of course I reserve all rights to change my mind—to write future foreign *Gimlets* in the form of letters, just personal letters to you. You see this will be very convenient, because it will not only help me earn my salary as editor of *The Gimlet*, but it will serve as personal correspondence to all my friends. I can send them



"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

postal cards and say, "For a long personal letter, see such and such a *Gimlet*," and, presto! the thing is done. You see, dearest Maude, I believe in conservation of energy. And besides that, as long as I keep my correspondence with you in the form of type, there can be no unpleasant developments should you decide that I am not sufficiently appreciative of your devotion. Therefore, I will not request you to tear up or burn these *Gimlets*, but on the other hand I am bold enough to suggest that you have them bound in red Morocco and pass them down to your grandchildren as souvenirs of your youth.

Au revoir, Ma chere Amie.

Yours affectionately,

Mike Kinney



"DIAMOND EDGE IS A QUALITY PLEDGE"

POEMS OF OUR CHILDHOOD

(This was the favorite poem of Abraham Lincoln.)

O, WHY SHOULD THE SPIRIT OF MORTAL BE PROUD?

O, why should the spirit of mortal be proud?
Like a swift-fleeting meteor, a fast-flying cloud;
A flash of the lightning, a break of the wave,
Man passes from life to his rest in the grave.

The leaves of the oak and the willow shall fade,
Be scattered around and together be laid;
And the young and the old, and the low and the high,
Shall moulder to dust and together shall lie.

The infant a mother attended and loved,
The mother that infant's affection who proved;
The husband that mother and infant who blessed,
Each, all, are away to their dwellings of rest.

The maid on whose cheek, on whose brow, in whose eye,
Shone beauty and pleasure—her triumphs are by;
And the memory of those who loved her and praised,
Are alike from the minds of the living erased.

The hand of the king that the scepter hath borne;
The brow of the priest that the mitre hath worn;
The eye of the sage and the heart of the brave,
Are hidden and lost in the depth of the grave.

The peasant, whose lot was to sow and to reap;
The herdsman, who climbed with his goats up the steep;
The beggar, who wandered in search of his bread,
Have faded away, like the grass that we tread.

The saint who enjoyed the communion of heaven,
The sinner who dared to remain unforgiven;
The wise and the foolish, the guilty and just,
Have quietly mingled their bones in the dust. (OVER)

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

So the multitude goes, like the flowers or the weed,
That withers away to let others succeed;
So the multitude comes, even those we behold,
To repeat every tale that has often been told.

For we are the same that our fathers have been,
We see the same sights that our fathers have seen;
We drink the same stream and view the same sun,
And run the same course our fathers have run.

The thoughts we are thinking our fathers would think;
From the death we are shrinking our fathers would shrink;
To the life we are clinging they also would cling,
But it speeds for us all like a bird on the wing.

They loved, but the story we cannot unfold;
They scorned, but the heart of the haughty is cold;
They grieved, but no wail from their slumbers will come;
They joyed, but the tongue of their gladness is dumb.

They died—aye! they died; and we things that are now,
Who walk on the turf that lies over their brow;
Who make in their dwellings a transient abode,
Meet the things that they met on their pilgrimage road.

Yea! hope and despondency, pleasure and pain,
We mingle together in sunshine and rain;
And the smiles and the tears, and the songs and the dirge,
Shall follow each other, like surge upon surge.

'Tis the wink of an eye; 'tis the draught of a breath
From the blossom of health to the paleness of death;
From the gilded saloon to the bier and the shroud—
O, why should the spirit of mortal be proud?

—William Knox.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

A TALE OF A SALESMAN WHO DISOBEYED INSTRUCTIONS.

By MIKE KINNEY, Teamster and Editor

I happened to be in San Francisco a day or two after the earthquake and fire. The city was still burning. After spending several days among the ruins of the ill-fated city I went to Los Angeles. This was my first visit to far-famed Southern California.

On the long ride home from Los Angeles I met one of the high officials of the Diamond Match Co. As we were sitting in the Pullman, a clean-cut, good-looking young man of about thirty years of age entered with two ladies. My friend glanced at him and remarked: "That young fellow is a protege of Philip Armour, and I will tell you an interesting story about him." Of course, you know I am always interested in good stories, and this story has often recurred to my mind since it was told me by this officer of the Diamond Match Co. As I write these lines at night on my dining-room table, I can almost feel the jar of the train and hear its roar as we rushed eastward across the dry plains of Arizona.



A HANDSOME YOUNG MAN WITH AN ATTRACTIVE WIFE.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

It seems that the father of this young man, who was only in moderate circumstances, was an old friend of Philip Armour. Although the one had been very successful in a financial way and the other did not have the knack of making money, still as the years passed they retained their friendship and sought each other's companionship from time to time.

When the son finished college, it was only natural that he should secure a position with his father's friend. After serving an apprenticeship in the works he was sent on the road. Then it came to pass that one day this young man heard of a large order for goods in his line to be placed in a neighboring salesman's territory. The hero of our story did not wire his house for instructions. He did not attempt to hunt up the other salesman. He left his own territory and went after the business and succeeded in capturing an exceedingly large order.



You can imagine with what pride the young salesman sent the specifications to headquarters. You can also imagine his surprise when on the following day he received a telegram requesting him to immediately report in Chicago. When he

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

arrived at the office he was told that Mr. Armour wished to see him. He of course expected to be passed a lot of bouquets by the head of the house. Think of his astonishment when Mr. Armour censured him severely for disobeying instructions in leaving his territory and finally informed him that he was suspended. Mr. Armour told him to go home and stay there until he received further orders.

Well, of course, our young salesman was completely crushed. He went to his father with his story. The old gentleman simply asked: "Did they tell you to stay in your own territory in selling goods?" His son answered, "Yes." "Well, then," said the father, "you had no business leaving your territory without wiring for instructions to headquarters. Suppose all the salesmen of the company ran out of their territories and sold goods to whom they pleased. What a beautiful mix-up there would be in their sales department!"

So the son, inwardly chafing, stayed at home and awaited orders. At the end of thirty days he received a letter telling him to report to Mr. Armour. This time he was again surprised. Mr. Armour said to him: "We have punished



"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

you for disobeying instructions. Now I wish to reward you for your ability in taking that order." And he handed him a case containing a handsome gold watch and chain. "Now get back to your territory and go to work."

After a year or two this young fellow was given a position at headquarters. One day, Mr. Armour called him into the office, and without any preliminaries, said: "I want you to go to Europe for us on business. When can you leave?" The young man hesitated, and finally stated that he could get away the next day. "All right," replied Mr. Armour; "catch such and such a steamer leaving New York on a certain date. You will have to hurry. There is no time to be lost. On this steamer you will find a letter addressed to you giving you full instructions."

Our youthful hero hurried home, packed his steamer trunk, bade his family and friends good-bye and hiked for



New York. He was only twenty-five years old, and the few *Gimlet* readers who have never been abroad will understand that his mind was full of anticipations, and that naturally he wondered what he was expected to do on this mysterious journey.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

On the steamer when he called for his mail, among the telegrams and letters of farewell he found a large, official-looking envelope with the name "Armour & Co." in the upper left-hand corner. He sat in his berth and with trembling hands opened this envelope. There were several long typewritten sheets clipped together. The first sheet consisted of a brief letter. It simply instructed him, over the name of the company, to follow the enclosed itinerary; to be sure to be in each city on the exact date mentioned, and also to be sure to stop at the hotel named. It also directed him to leave each city on a certain train and to arrive in the next city at a given time. The letter concluded by saying that if he would follow these directions *exactly*, the Company in Chicago would know just where he was every day and they would cable him further instructions.

The young man, sitting in his berth, whistled softly. What in the world did it all mean! He said to himself: "I don't know what the old man is driving at, but just the same it looks as if I could carry out the contract without straining myself.



"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

So in the meantime I think I will go up on deck and take a look around."

To make a long story short, our hero traveled all over Europe. He went from city to city and from hotel to hotel. He did not miss a single train. Every day he waited for that cablegram from the United States, but none came. Each night he checked off a day on his schedule. As time passed naturally his wonder grew, but he had learned his lesson—he *followed instructions* not only in the spirit but to the letter. He received mail from the United States containing the price lists of his company and the general letters telling all about the business, but there was not a single line either from Mr. Armour himself or from the office—not a question, not a comment.

On schedule time this young man took a steamer at Liverpool for New York. Exactly on the day set he arrived, and stopped at the hotel on his list. He took the limited train in the afternoon, and after his long journey arrived home on the minute. That night he said to his father: "What do you

suppose this means? I have had a delightful trip abroad—it has been something wonderful—but I haven't done a lick of work and I haven't received a single word of instructions." His father smiled, and answered: "Well I guess



"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

Phil Armour knows what he is doing. He wouldn't allow you to spend the money of the concern, traveling in Europe, unless there was some object in it. Maybe some day you will find out."

Next day the hero of this tale reported to Mr. Armour. The old gentleman was rather short and gruff in his manner. He asked, "Did you follow that schedule exactly?" "Yes, sir," answered the young man, "but I did not receive any instructions from the Company." Mr. Armour looked at him hard, and then said: "The occasion did not arise to send the instructions. Therefore, they were never cabled."

The young traveler then rose to leave the office, hesitated a moment, blushed, and said: "Mr. Armour, I thank you very much for this trip. I not only enjoyed it exceedingly, but on the way I met some charming people. They were traveling in Europe on just about the same schedule as that laid out for me. I saw a great deal of them, and I want to tell you that I am engaged to the daughter of Mr. So-and-So."

Imagine the surprise of our young friend when Philip Armour laid back in his chair and laughed loud and long. "Well, well," he cried, when he caught



"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

his breath, "I thought if I would give you the same itinerary as that laid out by my friend, Mr. So-and-So, that Nature would do the rest. So, you young rascal, you are engaged! Can't you see now why I gave you that long list of trains and hotels? You are certainly not very deep when it did not occur to you that it was strange that your route sheet and theirs were precisely the same." Then Mr. Armour laughed again, and said, "Oh, what a joke this will be on my old friend Mr. So-and-So, when he discovers that I found a husband for his daughter."

When this tale was finished I looked hard at the young man and the attractive and happy looking young wife with him. Since then Phil Armour has crossed the Great Divide, but this story, that was vouched for by the official of the Diamond Match Co., just after the earthquake in San Francisco, on a train in Arizona, makes all of us feel a little nearer and closer to Philip Armour.

Moral: Follow instructions.

IF A MAN EMPTIES HIS PURSE
INTO HIS HEAD, NO ONE CAN
TAKE IT FROM HIM.

—Ben Franklin.

"DIAMOND EDGE IS A QUALITY PLEDGE"

FLOWERS

HENRY SHAW was a St. Louis hardware man. He left Tower Grove Park and Shaw's Botanical Garden to the city. In his will he stipulated that every year a flower sermon should be preached at Christ Church Cathedral. This year the flower sermon was preached by Dr. Phillips of Chicago. At the end of his remarks, he recited the following poem:

FLOWERS.

Bring flowers, fresh flowers, for the festal board
To wreathe the cup ere the wine is poured.
Bring flowers. They are springing in wood and vale;
Their breath floats out on the Southern gale,
And the touch of the sunbeam hath waked the rose
To deck the hall where the bright wine flows.

Bring flowers to strew in the conqueror's path,
He hath shaken the thrones with his stormy wrath;
He comes with the spoil of nations back;
The vines lie crushed in his chariot track;
The turf looks red where he won the day.
Bring flowers to die in the conqueror's way.

Bring flowers for the captive's lonely cell,
They have tales of the joyous woods to tell,
Of the free blue streams and the glowing sky
And the world shut out from his languid eye.
They will bear him a thought of the sunny hours
And a dream of his youth. Bring him flowers, wild flowers.

Bring flowers, fresh flowers, for the bride to wear,
They were born to blush in her shining hair.
She is leaving the home of her childhood's mirth,
She hath bid farewell to her father's hearth.
Her place is won by another's side.
Bring flowers for the locks of the fair young bride. (OVER)

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

Bring flowers, pale flowers, o'er the bier to shed—
A crown for the brow of the early dead.
For this through its leaves hath the wild rose burst;
For this in the woods was the violet nursed.
Though they smile in vain for what once was ours,
They are love's last gift. Bring ye flowers, pale flowers.

Bring flowers to the shrine where we kneel in prayer,
They are nature's offering—their place is there.
They speak of hope to the fainting heart;
With a voice of promise they come and part;
They sleep in dust through the Winter hours;
They break forth in glory. Bring flowers, bright flowers.

SONNET TO "MIKE KINNEY"

Hail! Prince of Teamsters, whose untutored wit
Lends a new lustre to the name of "Mike;"
You write, as I believe that you would strike,
"Straight from the shoulder;" and you make a hit!
We wish that we might shake you by the mitt
And tell you face to face how much we like
The ginger you infuse in us; we hike
Upon our way refreshed because of it.

Mike Kinney, of all Teamsters you're the best—
The *very* best that e'er came down the pike.
You're a philosopher; we read with zest
Your sayings Gimlet pointed; would you like
To know if we are "wid you?" Make the test!
Ask us, and hear the ringing shout, "*Sure, Mike.*"

F. B. M.

New Britain, Conn.

"DIAMOND EDGE IS A QUALITY PLEDGE"

THE LAW

An Essay by Mike Kinney, Teamster and Editor.

WITH confusion I confess it. I am becoming plutocratic. Twice a week I go out to the Country Club and play golf. I can remember when I looked upon a full-grown man who played golf, as having a screw loose in his mental make-up. To go out in the country and devote a whole afternoon to knocking a little white ball over the lawn certainly seems absurd to any rational person. But, brother, just get started on this game and you will soon be as "buggy" about it as the rest of us.

With my added years the thought has come to me with renewed force that we live in a world of law. There is a law for everything and everything must live according to that law. Miracles may have happened in olden times, but miracles have not come under my observation during the period of my own life.

When one plays golf, as you follow the little white pill over hill and valley, often you throw back your head and look up at the blue sky and



"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

the white cumulus clouds. You take long breaths of the pure country air laden with the odor of freshly cut hay. Your feet, encased in your pegged, easy-fitting golf shoes, sink softly in the velvet-like turf. You feel that life is good, that the world has been planned by a benevolent Creator. You watch the birds skim through the air. You stop at the well and drink deep of the cold, clear water. As the crystal beads stand out on the edge of the cup you stop and think that each cloud, the wind that softly cools your brow, the bird that flies, the insect that crawls, the grass that grows, all live and die according to their own law—the law that governs them.

Then as you drive your ball and climb a hill you realize that the only happiness of these animate and inanimate things, their only success, their greatest achievements, lie simply in developing to the highest degree, without interference, according to the law of their separate beings.



The game of golf also teaches the lesson that man, too, lives under the law, and that his greatest development and happiness can only

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

come from studying the law of his being and just as closely as possible living up to that law. There are no miracles in golf. There are no exceptions. Prayer availeth nothing. Curses are wasted on the desert air. The only thing that counts in golf is the law of efficiency. Last week you may have made the 18 holes in 90. You made this score after a good night's sleep with the windows of your room wide open. Last night you went to that card party. You smoked too many cigars. In a stuffy room you breathed the smoke of other men's cigars. You ate a late supper. You drank. You stuffed yourself. And to-day, regardless of your prayers and notwithstanding your curses, you cannot make that course in less than 105. Your nerves are unstrung. Your eye is off. There is no spring in your muscles. Last night you disobeyed the law of health. To-day you pay the penalty.

Look at the old men who regularly play golf. Look at their brown, healthy complexions in contrast to their white hair. Note their springy stride. See the brightness in their eyes. Compare these men with those others who go from home to the office, from the office to the club, and



"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

from the club home again—these men with distended paunches and double chins, watery eyes and puffy hands. Both classes of men are living under the law, and each one, without fear or favoritism, is receiving his reward.

Then there are the caddies—the boys who tramp over the hills with you carrying your clubs and watching the ball. What a difference there is in these boys! Some take an interest in the game from the start. They are on the job every minute. Others have the hookworm. They are always tired. They lose the ball. They take every occasion to rest. You are always hunting for them.

No, I do not altogether blame this class of boys. Who knows how they live? Who knows how much the sins of the fathers have been visited upon the children?

Again we get back to the law under which we live—these immutable changeless laws that govern our being. Does it not seem, brother, that the first study in the world should be a study of the laws under which we live—the laws of health which, followed, make for happiness and efficiency, not only for you and for me in our generation

but in the generations to come after us; the laws which, disobeyed, lead to endless misery, not only for us but for our children?

As I play golf I wonder, in a world that through all the centuries has produced enough and more than enough for



"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

the welfare and happiness of its people, that through all these generations some have brought upon themselves and their families the vengeance of the law by grasping too much, while others have suffered under the law by conditions that gave them too little.

If our schools would only teach the laws under which we live, if for one hundred years the world would produce and maintain only healthy people, would not some of our spiritual and intellectual problems solve themselves? I think they would.

Then, as I missed a putt at the eighteenth hole it occurred to me that if my eyesight had been good and my hand sure I would not have missed that putt. The poor sight and the unsteady hand were simply the result of some broken law. If the whole world would gather the idea that we must inevitably pay the price, in some form, for our follies, would it not be a better world? It seems to me it is all a mistake when we teach that there are any methods by which we can disobey the law and then escape its certain punishments.

So you see I lost the game because in philosophizing in this manner I took my eye off the ball, and it is the law of golf that "Whosoever taketh his eye off the ball shall pay for the drinks."



"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

IF

By Rudyard Kipling.

If you can keep your head when all about you
Are losing theirs and blaming it on you;
If you can trust yourself when all men doubt you,
But make allowance for their doubting too;
If you can wait and not be tired by waiting,
Or being lied about don't deal in lies,
Or being hated don't give way to hating,
And yet don't look too good, nor talk too wise;

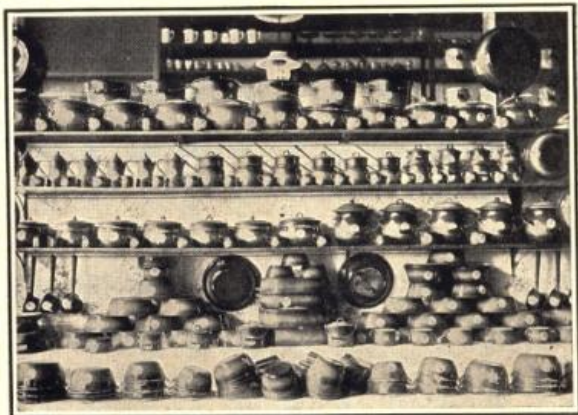
If you can dream—and not make dreams your master;
If you can think—and not make thoughts your aim;
If you can meet with Triumph and Disaster
And treat those two imposters just the same;
If you can bear to hear the truth you've spoken
Twisted by knaves to make a trap for fools,
Or watch the things you gave your life to, broken,
And stoop and build them up with worn-out tools;

If you can make one heap of all your winnings
And risk it on one turn of pitch-and-toss,
And lose, and start again at your beginning;
And never breathe a word about your loss;
If you can force your heart and nerve and sinew
To serve your turn long after they are gone,
And so hold on when there is nothing in you
Except the Will which says to them: "Hold on!"

If you can talk with crowds and keep your virtue,
Or walk with Kings—nor lose the common touch
If neither foes nor loving friends can hurt you;
If all men count with you, but none too much;
If you can fill the unforgiving minute
With sixty seconds' worth of distance run,
Yours is the Earth and everything that's in it,
And—which is more—you'll be a Man, my son!

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



The A. F. Meyer Hardware Co., of Clinton, Mo., have been very successful in selling Enameled Ware. The above illustration shows a window display of Shamrock Ware that attracted much favorable comment in their town.

There lives a young man in Bombay,
Who shaves himself once ev'ry day.
"With my Diamond Edge razor,"
He says "I'm the shaver
That won't shave the old-fashioned way."

T. H. H.

A traveling salesman writes he saw, in a customer's store, a card like this:

Please don't swear in here, it sounds like h——.
If you want to fight, join the army.
Diamond Edge is a Quality Pledge.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

A LITTLE WORK, A LITTLE PLAY
TO KEEP US GOING—AND SO GOOD DAY.

A LITTLE WARMTH, A LITTLE LIGHT
OF LOVE'S BESTOWING—AND SO GOOD NIGHT.

A LITTLE FUN TO MATCH THE SORROW
OF EACH DAY'S GROWING—AND SO GOOD
MORROW.

A LITTLE TRUST THAT WHEN WE DIE
WE REAP OUR SOWING—AND SO GOOD-BYE.

—Du Maurier.

Respectfully submitted to Mike Kinney.

***DIAMOND EDGE** POCKET KNIVES.*

*If You Could Live One Hundred Lives
You Never Would See Better Knives !!!*

—Floury Bill, Poet of the Ozarks.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

Off a fishing, I am going,
With my spirits soaring high,
For I have my outfit purchased,
Not another thing to buy.

First a "Diamond" Rod for casting
And the length is just five feet,
With its agate guides and mountains,
That the man said, "can't be beat."

Then a reel of German silver,
"Diamond" also is its name;
As it came from Norvell-Shapleigh,
That it's good is more than plain.

Third, a line called "Ultra Casting,"
And I know that it's the best;
And even with the big ones
It will always stand the test.

Hooks and sinkers, spoons and leaders,
Tackle box and lots of flies,
With a hundred other items
That this lay-out does comprise.

Now with this perfect outfit
I expect to catch a whale,
So will say Amen, put up my pen,
And end this little tale.

T. L. H.

"Our neighbor drowned his Thomas cat, for reasons all his own; then he was sorry for the deed—he felt so sad and lone.

"Next week he advertised for one and before he got replies, the old cat turned up home again—it pays to advertise!"—*Anon.*

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



In answering these want ads, address THE GIMLET, except where special address is given.

FOR SALE.

\$5,000.00 to \$6,000.00 stock of hardware in thriving Washington town—suburb to one of the largest towns in the State. Excellent opportunity.

Good stock of house furnishings, stoves, etc., invoicing about \$5,000.00, in Montana town of 2,000 inhabitants. Store building 40x80 feet, with four show windows. Cheap rent. An excellent opening.

\$8,000.00 stock of shelf hardware, stoves, iron and steel, paints and oils, and mill supplies; located in Puget Sound, Wash., town of 5,000.

\$7,000.00 stock of hardware and general merchandise in small Northwestern Illinois town. Good opportunity.

\$6,000.00 stock of hardware, stoves, harness, etc., in town of 1,000 inhabitants, in best farming country in Oklahoma. Good, clean stock. Will sell for cash only. No trades considered. Reason for selling, other business interests.

\$6,000.00 to \$7,000.00 stock of hardware, furniture, household goods, harness, etc., for sale in one of the best towns in New Mexico. Reason for selling, ill health of wife. Would consider trade in some far west country.

Good stock of hardware in Iowa town, all clean stock. Building 30x90 feet. Will sell or rent building. Good opportunity for party wanting an established business where he can make money.

Clean stock of hardware which will invoice about \$5,500.00, in Central West Texas town of 5,000 people. Three railroads. Good opportunity for party wanting an established business. Good reason for selling.

\$5,000.00 stock of hardware in small Northwestern Kansas town on Missouri Pacific Ry. No other stock within fifteen miles. Will sell for cash or trade for a small hardware stock in a German settlement.

One of the best hardware stores in the Middle West, located in Kansas town of 25,000. Stock will invoice \$10,000.00 to \$12,000.00. Excellent opportunity.

\$10,000.00 hardware stock in Oklahoma town of 5,000 people, located in Kay County. Implements, building and dwelling also for sale. Value of entire stock \$13,500.00, with \$3,500.00 encumbrance. Will consider trade for a good farm.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

In answering these want ads, address THE GIMLET, except where special address is given.

FOR SALE—Continued.

Hardware, harness, furniture and undertaking stock invoicing about \$15,000.00, in West Central Nebraska. Good location. Large territory and good paying business. Will either sell or rent building. This is rare opportunity. Will stand investigation. Cash deal only. Other interests reason for selling.

\$2,500.00 to \$3,000.00 stock of shelf hardware and groceries—also some harness—in New Mexico town. Will also sell house and lot.

Clean, up-to-date small stock of hardware, harness, fixtures and implements, invoicing about \$1,700.00. \$1,200.00 shelf hardware, balance implements. Doing good business. Poor health reason for selling.

\$4,000.00 stock of hardware in Arizona, located in one of the healthiest towns in America. Particularly desirable for one who has pulmonary trouble in family. Excellent opportunity to step into an established business.

\$5,000.00 to \$6,000.00 stock of hardware in Nebraska town of 1,500 people. Surrounded by very rich and prosperous farm land. Good man could increase business materially.

Clean stock of hardware invoicing about \$9,000.00, in college town of 10,000 people in Northern Colorado. Ideal place to live. Other business reason for selling. Doing good business now.

Stock of hardware invoicing about \$11,000.00, in North Arkansas. Building and all fixtures, \$26,000.00. Fine opportunity for hardware man.

Hardware, crockery and house furnishing business in Alabama town. Clean stock—no books. Good proposition.

Stock of hardware invoicing about \$4,000.00, in Iowa town of 200 inhabitants. Stock can be reduced to \$3,000.00. Store building also for sale valued at \$3,000.00. Will sell stock only if necessary. Compelled to move west on account of health. Good farming locality. Cash only.

Ten shares of stock in Dallas, Tex., hardware concern, stock costs \$100.00 a share. Will sell for \$90.00 a share. A good paying proposition, but this party is too far away. Excellent opportunity for parties located in the South.

Half or all of a \$12,000.00 stock of hardware, stoves, kitchen ware, roofing and tinning business, in Marion, Ohio. Excellent opportunity.

\$250.00 worth of tinner's tools for \$100.00 cash, if taken soon. Excellent bargain.

Controlling interest in large hardware concern, in one of the largest towns in Alabama. Good chance to buy about \$20,000.00 worth of stock at about 85 cents on the dollar. Member of firm desires to sell on account of ill health.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

In answering these want ads, address THE GIMLET, except where special address is given.

FOR SALE—Continued.

About twenty Daisy stone trucks in good condition, that can be bought for \$1.00 each to any one taking the entire lot.

Grocery, dry goods and shoe stock, invoicing about \$15,000.00. Can be reduced to \$10,000.00 in three months. Located in good town in New Mexico. Will sell for part cash and part notes. Owner willing to stay with buyer until he is familiar with business. A golden opportunity for any one wanting to come west.

FOR SALE OR EXCHANGE.

\$4,000.00 stock of hardware, paints, etc., in Texas town, free from all encumbrances. Doing good business, but owners have other interests. Will sell for cash or exchange for good farm land.

Eighty acres good irrigated improved land, located four miles from French, New Mexico, in Colfax County. All in cultivation, with house, barn and other buildings.

320 acres extra good irrigated land, six miles south of Basin City, Wyo. County seat of Big Horn County. Population, 1,000. Burlington railway runs through farm and Denver cut-off (due for completion within few months), will put this land in a main trunk line from Seattle to Gulf of Mexico. Valued at \$75.00 per acre. Will exchange for good hardware stock of about equal value.

Two 8-room brick residences, modern in every respect, on one of the best residence streets in Denver, Col. Price, \$10,000.00. Mortgaged for \$2,500.00. Runs three years at six per cent. Rented for \$612.00 per year.

160 acres of land at Maxwell, N. M., all fenced and all in cultivation. Plenty of water for irrigation. Small house, barns, wells, drinking and stock water. Small orchard. All level and under high state of cultivation and irrigation. Price \$20,000.00, encumbrance \$2,500.00, runs three years. Want good stock of hardware in good town for equity, or if stock larger, will put in good income property to make up balance.

240 acres high grade level land, located eleven miles south of the State Agricultural College, near Monticello, Drew County, Arkansas; 65 acres clear; balance good timber land. All land will raise corn, cotton, alfalfa or any kind of fruit or vegetables. Will trade for St. Louis hardware stock or hardware stock in Missouri.

80-acre farm in Jefferson County, Ill., 20 acres timber, 20 acres in cultivation. Balance pasture, with living spring. Fences good, hog and stock-proof. Small house and barn. Clear of encumbrance. Title good. Price, \$60.00 per acre. Will trade for stock of hardware and stoves at wholesale cost. Illinois preferred.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

In answering these want ads, address THE GIMLET, except where special address is given.

FOR SALE OR EXCHANGE—Continued.

140-acre farm in Illinois, well improved, in exchange for good stock of hardware, valued from \$5,000.00 to \$8,000.00. Illinois or Missouri preferred.

New Mexico property consisting of one 4-room residence with 100-foot lot; \$1,000.00 bank stock. Good small town. 240 acres well-improved land near railroad station, balance cash, for \$6,000.00 stock hardware; may include some furniture and implements and harness.

FOR EXCHANGE.

320-acre well-improved farm, 2 miles from Huntsville, Mo. County seat town. Owner desires to exchange for Missouri hardware stock.

PARTNER WANTED.

Partner wanted or will sell stock. Partner with \$2,500.00 wanted to take half interest in good paying business in Colorado. Hardware and furniture business. Will sell entire stock, if desired.

Hardware, furniture and implement concern desire to take in party. Stock located in Oklahoma. Excellent opportunity to get in first class opening.

If you want to investigate hardware proposition with big future, and have from \$15,000.00 to \$25,000.00 to invest, write *The Gimlet*. This proposition is in a growing western city. It's something good.

Hardware concern in North Dakota, doing good business, desires partner who understands hardware business, with about \$5,000.00 capital. Present stock will invoice about \$16,000.00. Good opportunity.

Party in Indiana with about a \$10,000.00 stock of hardware wants to sell half interest, as he has other business interests he wants to give his attention to and desires party to take an active part. Or will sell the entire stock if desired.

HELP WANTED.

Hardware merchant in Ohio desires good, reliable man who is familiar with the tinning business and handy about a store. Steady work for right party.

Lincoln, Neb., hardware concern wants a good, first-class tinner.

Party in Iowa desires a good, all-around man who is experienced in tin work. Furnace and plumbing business. Steady employment the year around.

Party in hardware business in Iowa desires good, first class tinner.

Illinois merchant in hardware business wants an all-around hardware man who understands tin work and furnace work. Steady position for right party.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

In answering these want ads, address THE GIMLET, except where special address is given.

POSITION WANTED.

Young man, age 33, married, desires position with responsible hardware firm. Have first class general office experience. Also experience in hardware and gasoline engine lines. Can furnish best references as to ability, habits and standing.

Married man, 33 years old, who is an up-to-date hardware man, with 14 years' experience in hardware and lumber business. Can fill any position in either of these lines. Good references.

Young man, 21 years, with three years' experience in retail hardware. Can speak German. Willing to help in tin shop. Not afraid of work. No cigarettes or booze.

Party with four years' wholesale hardware experience, and seven years' on road, desires position as manager or buyer for some good hardware concern.

We know of party who has had practical experience in all lines pertaining to hardware and machinery business, who desires to secure position with some good house in irrigated country—Northwest preferred. Town of 10,000 to 40,000. Wants position where there is some future. We know this party personally and he will make a good man for any one wanting such help. Salary expected, \$150.00 per month.

Party with eight years' experience in tinning and furnace work—also retail hardware experience, desires position with some good hardware concern. Western Nebraska or Kansas preferred. Can give best of references.

RECOGNIZED SOME WORDS

(From *McCall's Magazine*.)

"My dear," called a wife to her husband, who was in the next room, "what are you opening that can with?"

"Why," he said, "with a can opener. What did you suppose I was opening it with?"

"Well," replied his wife, "I thought from your remarks you were opening it with prayer."

"DIAMOND EDGE IS A QUALITY PLEDGE"

American Wire Rope

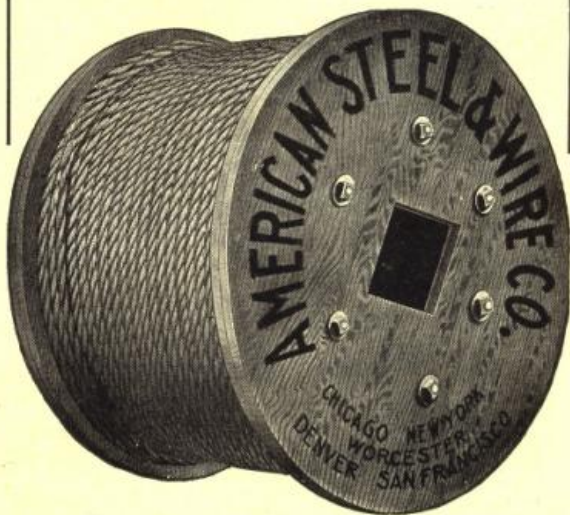
Hoisting Rope of every description for elevators, mines, coal hoists, ore hoists, conveyors, derricks, stump pullers, steam shovels, dredges, logging, ballast unloaders, etc.

Towing Hawsers, Mooring Lines, Tiller Rope and Ships' Rigging, Mine and Surface-haulage Rope, Street Railway Cable and Power Transmission Rope, Suspension Bridge Cables, Cableway Ropes, Guy Strands and Sash Cord. Flat Rope for deep hoisting.

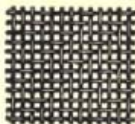
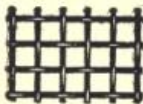
Special Rope made to order.

All the foregoing styles of Rope are made of Swedes Iron, Crucible Cast Steel, Plow Steel and Monitor grades, galvanized when desired.

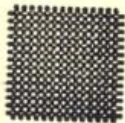
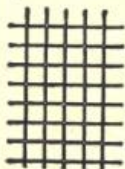
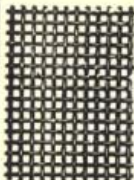
Copper Cable and Strand for all electrical purposes. Fittings and appliances for use with Wire Rope.



The Gimlet



Clinton Wire Cloth



We make many different kinds of Wire Cloth.

We can furnish any mesh from any kind or size of wire.

We carry the largest stock of all the standard grades handled by the Hardware trade, and can ship orders for same at sight.

Quality and Finish unsurpassed and guaranteed.

SEND FOR PRICES

**CLINTON WIRE
CLOTH CO.**

CLINTON, MASS.

Boston New York
Chicago San Francisco



Disston Saws

Have been sold and used
continuously for the past
Seventy-two years in
ever increasing quanti-
ties.

This is the supreme test
of *Reliability*.

HENRY DISSTON & SONS
Incorporated
Keystone Saw, Tool, Steel and File Works
PHILADELPHIA, PA.

The Gimlet



**"Goods well
bought are
half sold"**

"CERTAIN-TEED" Roofing is the most extensively used, best known and widely advertised Roofing offered for sale to-day. By right of merit it stands at the head of the class of prepared or smooth surfaced roofings.

It is easier to swim with the tide than against it.

Norvell-Shapleigh

Saint Louis,

Here's a Big Winner Certain-teed Norleigh Roofing

Mike Kinney, Teamster and Editor of *The Gimlet*, says: "This Certain-teed Roofing must be a big seller or I would not be hauling so much of it to the freight depots."

Mike is right. The big, nation-wide desire creating advertising campaign now being conducted on this Certain-teed is making it a real winner. *Now* is the time to connect *your* store with this tremendous campaign—Certain-teed Ready Roofing will surely increase your sales and profits. At least investigate. Write to-day to Certain-teed Roofing Dept., Norvell-Shapleigh Hdw. Co., St. Louis.

Hardware Company

Missouri

Make Your Store the Headquarters for Gun Club Equipment

Our advertising campaign of 1911 organized hundreds of Gun Clubs. We are devoting more effort to make 1912 a bigger and more profitable year for every dealer who sells

SMOKELESS SHOTGUN POWDERS

The Continuously Advertised, Quick-Selling Brands are:

Infallible	Schultze	Du Pont
Ballistite	E. C.	Empire

These are powders which give perfect satisfaction because of the superior facilities of the Du Pont Company for making Smokeless Shotgun Powders unequalled for quality and stability.

Write to Dept. 13 for particulars of our Trapshooting Window Display—it is a trade winner.

DU PONT POWDER CO.

Established 1802.

WILMINGTON, DEL.

A NEW RECORD

COMMUNITY SILVER



LOUIS XVI PATTERN

RELIANCE PLATE



KENWOOD PATTERN



The Dealer who carries
**COMMUNITY
SILVER**
and
RELIANCE PLATE

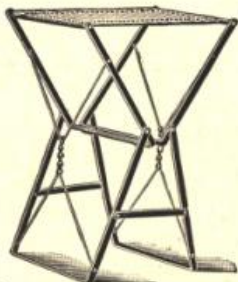
echoes their praises, because he finds
new and better "records" for his store

Both Community Silver and Reliance Plate are sold only on
a restricted price basis hence cut-throat competition is avoided
and every sale counts - yields a sure and generous profit

ONEIDA COMMUNITY, LTD.

ONEIDA, N.Y.

The Gimlet



OPEN

Stanley's Folding Camp Stool

*Add this to your
sporting goods*

Just the thing to get into your window display and they will go fast.

Very convenient to carry, can be put in your suit case or traveling bag. Useful for camping, fishing, band concerts, ball games, etc.

When folded, stool measures $11\frac{1}{2}$ inches long, $8\frac{1}{2}$ inches wide and $1\frac{1}{2}$ inches thick and weighs only 38 ounces.

When open, the stool stands 17 inches high and seat measures $14\frac{1}{2} \times 7$ inches.

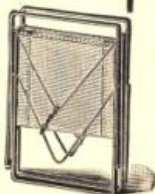
The frame is made of wrought steel, Japanned, with canvas seat, and will safely sustain over 250 pounds.

The Stanley Works

New Britain, Connecticut

New York

Chicago



FOLDED



National Rifle Association of America

(COPY)

Washington, March 29, 1912.

United States Cartridge Co.,
Boston, Mass.

Gentlemen:

I beg to hand you herewith the official bulletin showing the results of the ammunition test held at the rifle range, Winthrop, Maryland, on March 25.

At the close of the test, the committee in charge verified these figures and passed the following resolutions:

"That the test having demonstrated the superiority of the United States Cartridge Company's ammunition, which was found most accurate at 350 and 600 meters, the same is accepted for use of the International teams."

I beg to remain,

Yours very truly,

(Signed) Albert S. Jones, Sec'y.

Winning this important test means that the rifle teams representing the United States in the International matches at Buenos Ayres in May and the Olympic games at Stockholm, Sweden, in June and July, will use



AMMUNITION

MADE BY THE

UNITED STATES CARTRIDGE COMPANY

LOWELL, MASS., U. S. A.

This exhaustive test proved its superiority over all competitors



IF YOU CONTEMPLATE
A Hardware Catalogue

WRITE TO US FOR

‘A BOOK FULL OF HARD-
WARE CATALOGUE HINTS.’

We are specialists in compiling
and publishing hardware catalogues.

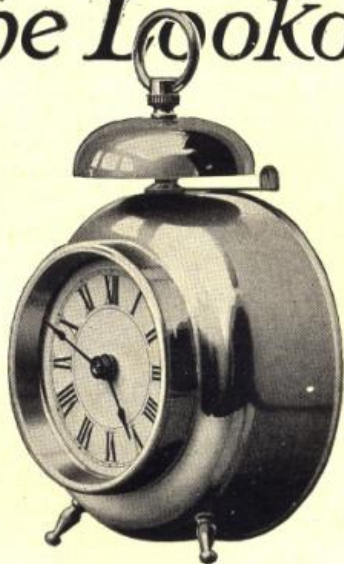
**WOODWARD & TIERNAN
PRINTING COMPANY**
SAINT LOUIS

THE LARGEST ESTABLISHMENT OF ITS KIND IN AMERICA

P R I N T E R S
ARTISTS ENGRAVERS BINDERS

The Gimlet

The Lookout



"It Rings for a dollar."

WHAT if the Lookout was designed to sell?—What if it was given good works—good looks—a good name and a popular price?

What if it was put up in a corking good box and insured the dealer a nice fat profit on every one he sold?

—What if it's carried in stock by 325 wholesalers?

What if through advertising its sales have been increased in less than three months from 160 to 1090 every day in the week?—

What if it's made by Westclox, La Salle, Illinois?

The Hardware Reporter

ST. LOUIS

THE TRUTH

Extracts from Iron Age-Hardware June 27th.

"What the National Association did at the Annual Convention."

"Endorsed the plan of settling controversies among the different branches of the hardware trade by submitting them to a commission representing manufacturers, jobbers and retail merchants."

They forgot to say who suggested the plan.

"Concurred in the policies which Iron Age-Hardware has advocated for the betterment of conditions."

The TRUTH is *Iron Age-Hardware* asked for an endorsement of their "policies" and the Resolutions Committee declined to pass such a resolution.

"Declared that *The Hardware Reporter* of St. Louis should be styled a 'Jobbers' Organ' and that this publication and its editor, S. Norvell, have been unfair to the retail hardware trade."

The TRUTH is, because the "*Reporter*" had criticised President Jones' administration, Mr. Jones in his report expresses *his personal opinion* of the "*Reporter*." It was suggested that the Resolutions Committee endorse Mr. Jones' statement. The Resolutions Committee made their report *without any such endorsement*.

Mr. Jones, Mr. Corey and the *Iron Age-Hardware* entered into a conspiracy to "do up" *The Hardware Reporter* at Detroit. The Delegates would not stand for it.

Read the *true* and *unexpurgated* report of the Detroit convention in the June 28th issue of *The Hardware Reporter*. It is all there—every word—even the attacks on us.

WHERE THE SHOE PINCHES

	Pages of Advertising
THE HARDWARE REPORTER	
June 28th carried	75 ¹ / ₈
THE IRON AGE-HARDWARE	
June 27th carried	65 ⁷ / ₁₆

THE HARDWARE REPORTER, ST. LOUIS

COMMERCIAL REPORT!

“ **E**ARLY IN HIS CAREER HE DISPLAYED PRECOCIOUS FORESIGHT AND THE MOST REMARKABLE JUDGMENT IN ARRANGING TO HAVE HIMSELF BORN IN A CERTAIN RICH FAMILY AND FROM THAT TIME UNTIL THE PRESENT HIS GREATEST SOURCE OF PRIDE IS IN THE KEEN DISCRIMINATION HE USED AT SUCH A TENDER AGE.

HE ILLY CONCEALS HIS LACK OF RESPECT FOR OTHERS WHO DID NOT USE SUCH EXCELLENT JUDGMENT AT A CRITICAL PERIOD IN THEIR LIVES. ”

m ok

**GEE, I WISH IT WAS
VACATION TIME !**



Dirk Hals